

ORDER



KSNV

Orders

Order / Rev: 106240
 Alt Order #: 06849259
 Product Desc: AMER CROSSROADS ADD
 Estimate: 943
 Flight Dates: 09/05/12 - 09/14/12
 Original Date / Rev: 09/04/12 / 09/04/12
 Order Type: GENERAL

Primary AE: Amy McCreary
 Sales Office: BLPHI
 Sales Region: National

Agency

Name: Crossroads Media, LLC
 Buying Contact:
 Billing Contact:
 66 Canal Center Plaza
 Alexandria, VA 22314

Billing Type: Cash
 Billing Calendar: Broadcast
 Billing Cycle: EOM/EOC
 Agency Commission: 15%

Advertiser

Name: American Crossroads
 Demographic: A35+
 Product Codes: PLH
 Priority: SELECT PRIORITY CODE
 Revenue Codes: POLITICAL/AGY, PISSUE, GEN

New Business Thru:
 Order Separation: 00:05:00
 Advertiser External ID:
 Agency External ID:

Bill Plan

Start Date	End Date	# Spots	Gross Amount	Net Amount
08/27/12	09/09/12	4	\$12,100.00	\$10,285.00

Totals

Month	# Spots	Gross Amount	Net Amount	Rating
September 2012	4	\$12,100.00	\$10,285.00	0.00
Totals	4	\$12,100.00	\$10,285.00	0.00

Account Executives

Account Executive	Sales Office	Sales Region	Start Date / End Date	Order %
Amy McCreary			Start Of Order - End Of Order	100%

Order Share

Order Share	Share	Total
KSNV	15%	\$12,100.00
Market	100%	\$80,666.67

Competitive Share

Competitive Share	Share	Total
CABLE	0%	\$0.00
KBLR	0%	\$0.00
KFBT	0%	\$0.00
KINC	0%	\$0.00
KLAS	24%	\$19,360.00
KLVX	0%	\$0.00
KSNV-	0%	\$0.00
KTNV	24%	\$19,360.00
KTUD	0%	\$0.00
KVVU	37%	\$29,846.67
KVWB	0%	\$0.00
LV1	0%	\$0.00
UNKWN	0%	\$0.00

Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount
E 1	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune CM		7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>	<u>Spots/Week</u>		<u>Rate</u>		<u>Rating</u>						
Week:		09/03/12	09/09/12	-----S-	1		\$500.00		0.00						

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E 1	KSNV	09/08/12	09/08/12	Wknd Wheel of Fortune CM SAT/ Wheel of Fortune		7-730pm	-----S-	:30	1	\$500.00	1	0.00	NM	1	\$500.00
WHEEL OF FORTUNE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	-----S-						1	\$500.00		0.00			
E 2	KSNV	09/09/12	09/09/12	Chris Matthews 9:30AM CM Chris Matthews SUN 9:30am no program 8/1		9:30a-10a	-----S	:30	1	\$500.00	1	0.00	NM	1	\$500.00
CHRIS MATTHEWS SHOW															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	-----S						1	\$500.00		0.00			
E 3	KSNV	09/09/12	09/09/12	Sa-Su News 3 at ElevenCM Sa-Su News 3 at Eleven		11pm-1135pm	-----S	:30	1	\$1,100.00	1	0.00	NM	1	\$1,100.00
NEWS 3 NIGHTSIDE															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	-----S						1	\$1,100.00		0.00			
E 4	KSNV	09/09/12	09/09/12	NFL Football NFL Football	CM	1P-9PM	-----S	:30	1	\$10,000.00	1	0.00	NM	1	\$10,000.00
Sun Night Football															
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>			
Week:	09/03/12	09/09/12	-----S						1	\$10,000.00		0.00			
													Totals	4	\$12,100.00